

Notice of References Cited	Application/Control No. 10/020,637		Applicant(s)/Patent Under Reexamination HARVEY ET AL.	
	Examiner Susanna M. Diaz		Art Unit 3623	Page 1 of 1

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*		Document Number Country Code-Number-Kind Code	Date MM-YYYY	Name	Classification
*	A	US-6,623,040	09-2003	Foley et al.	283/67
*	B	US-6,826,541	11-2004	Johnston et al.	705/36R
	C	US-			
	D	US-			
	E	US-			
	F	US-			
	G	US-			
	H	US-			
	I	US-			
	J	US-			
	K	US-			
	L	US-			
	M	US-			

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	N	WO 98/18352 A1	05-1998	PCT	Bauer et al.	A23P 1/00
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NON-PATENT DOCUMENTS

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	U	Areni et al. "Point-of-Purchase Displays, Product Organization, and Brand Purchase Likelihoods." Journal of the Academy of Marketing Science, vol. 27, no. 4, pages 428-441, Fall 1999.
	V	Muthukrishnan, A.V. "Decision Ambiguity and Incumbent Brand Advantage." Journal of Consumer Research, vol. 22, no. 1, page 98(12), June 1995.
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*A copy of this reference is not being furnished with this Office action. (See MPEP § 707.05(a).)
Dates in MM-YYYY format are publication dates. Classifications may be US or foreign.